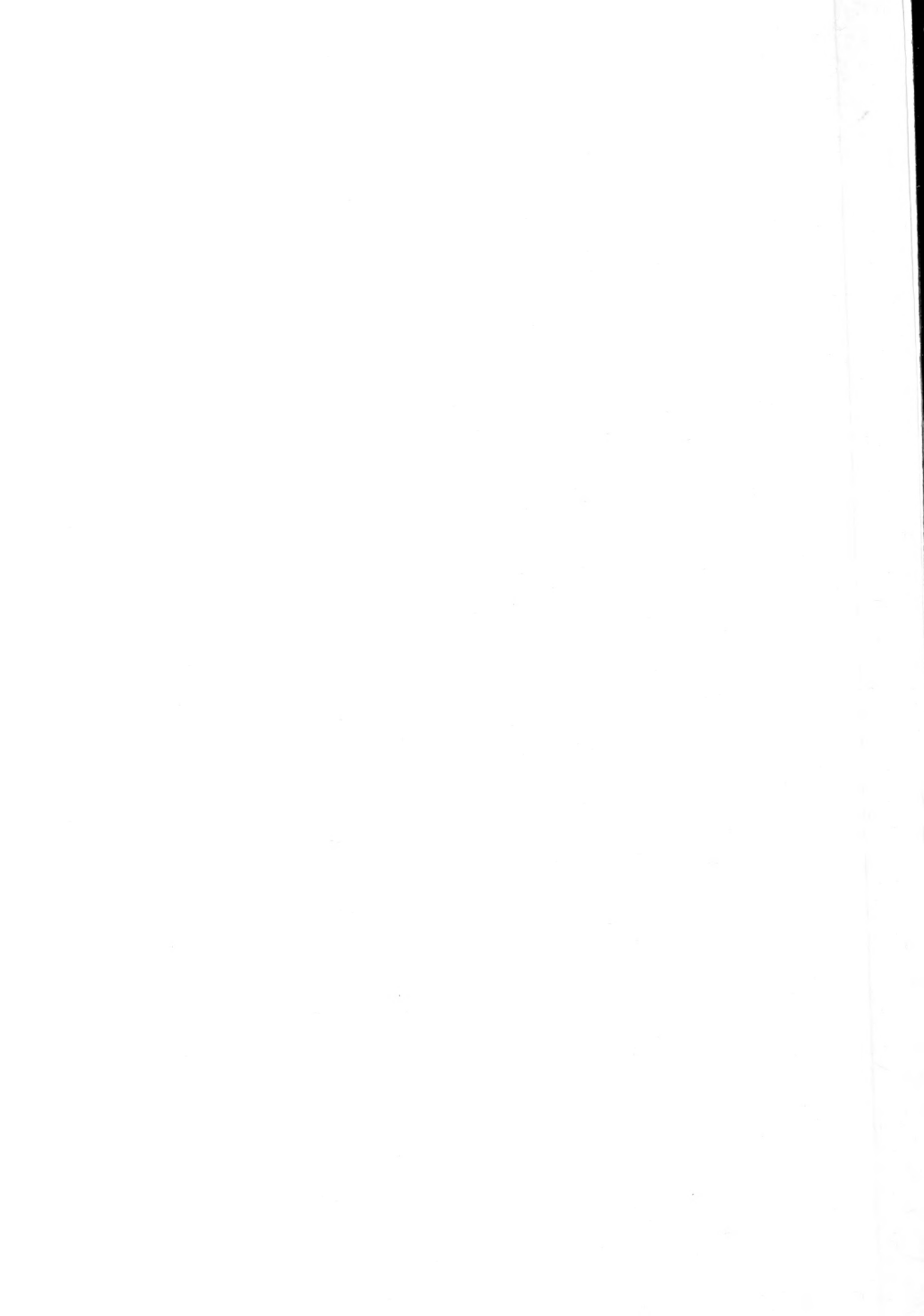


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1923

Metzner Floral Company

MOUNTAIN VIEW
CALIFORNIA

California Gladioli

ORIGINAL
PRODUCTIONS



ORIGINAL PRODUCTIONS

OF THE

Metzner Floral Company

MOUNTAIN VIEW, CALIFORNIA

WILLIAM METZNER,
Sole Owner

GRAND PRIZE STRAIN GLADIOLI

High grade gladiolus bulbs of our own creation; wonderful new colors, extra large flowers and tall spikes have placed our named varieties in the front rank.

OUR AWARDS

AT THE WORLD'S FAIR, 1915, PANAMA PACIFIC
INTERNATIONAL EXPOSITION

"Polar Star," *White*, Gold Medal.

"Dr. F. J. V. Skiff," *Pink*, Gold Medal.

Capt. Asher Carter Baker, *Scarlet*, Silver Medal.

Growing Seedling Exhibit, Grand Prize.

The above named varieties originating at Mountain View, California, and named by the Metzner Floral Company.

Our new creations developed from the above seedling types, enlarged and improved, warrant us in assuming that

"WE STILL LEAD."

General Information

WE prepay all postal charges at prices quoted in this catalogue.

Orders are entered in rotation as received, subject to shipment at date you desire.

Our stock in many varieties is still very limited and we reserve the right to withdraw them from sale without notice.

We suggest granting us the privilege of substitution, or you can indicate alternate preference. We will treat you well.

If, for any reason, you are not entirely satisfied with your purchase, and you write us in reference to the matter, we will be glad to adjust the complaint to your satisfaction.

We use every reasonable precaution to keep our stock absolutely true to variety; accidentally, at times, errors may be misplaced in handling. If the variety does not agree with your selection, we will gladly replace such errors with the correct variety, without further cost.

TERMS, CASH.—Amounts under \$5.00 should be remitted by post office or express money orders.

Write your name and address plainly. Send printed card whenever possible.

METZNER FLORAL COMPANY
MOUNTAIN VIEW, CALIFORNIA
U. S. A.

California Gladioli

GRAND PRIZE STRAIN GLADIOLI

Our Grand Prize Strain Gladioli will produce tall spikes of extra large size flowers, dependent on soil and general treatment; equal to any claims made by other growers in this respect. Stretching petals and the imagination sometimes go hand in hand. Some growers report to us that they have produced flowers in our named varieties 6 to 7 inches in diameter, while we class them at our gardens as 4½ inch types. We aim to under rate rather than to exaggerate in our descriptions, of size. Our method of measurement is by placing the inch rule across the open flower without touching the petals.

Every variety herewith offered is an original creation in our garden at Mountain View, Santa Clara County, California.

We specialize in hybridizing, and develop new forms, colors and types. We believe we have the broadest range of new and unique colorings in our Gladioli to be found in any other growing flower.

Colors that are indescribable; these can only be appreciated in observing the actual bloom. Pastel colorings, delicate and charming, that blend and harmonize with ideal interior decorations, lend a charm to our Gladioli that is unsurpassed.

We have made very many successful crosses this season, using only our highest types and colorings, and believe, that as a result of our efforts, there is in store for Gladiolus lovers some marvelous and unique color tones in the near future.

METZNER FLORAL COMPANY
Mountain View, California

Named Varieties

	Each	Dozen
ABALONE. —Light lilac rose, creamy throat, lowers bright yellow sprinkled and edged rose, orchid lip; large blooms, tall spike..	.75	
ACME. —Pastel Rose, lower petals are sprinkled dark rose over cream	\$.25	\$2.50
ADRIAN. —Cream white, outer edges of petals tinted bright rose pink; lowers covered with solid blotch of bright carmine; round open flower, large size, with tall spike; a good keeper, late bloomer	1.00	
ALBION. —Cherry scarlet, lower petals cardinal..	.10	1.00
ALOHA. —Cherry scarlet, throat canary, spotted dark scarlet, tall variety, extra large flower	.25	.2.50
ALTA —Cream white, faintly tinged delicate rose; pointed petals15	1.50
AMAZON. —Blending of cream, and flesh pink; large flowers and good spike; tendency to bloom all around the spike at the top (canna form)25	2.50
ANTIOCH. —Light salmon, shading to pale orange in throat; tall growing, fine color, large open flower50	5.00
ALPINE TREASURE. —Light lilac over white ground, brightening to throat; lower petals white, edged deep lilac; orchid type; fine open flower75	.750
ARTIST. —Milk white, edged delicate lavender; canary lowers, with faint sprinkle of lavender and hair line lavender stripes75	7.50
BAHIA. —Brilliant dark cherry crimson, lower petals darker shade, strong spike, snowy flower25	2.50
BEN LOMOND. —Light yellow, with central stripe light garnet15	1.50

	Each	Dozen
BUNKER HILL .—Bright crimson, lower petals heavily covered a bright yellow; fine large flowers; very showy35	3.50
CAMPFIRE .—Bright flame scarlet, cream white throat, cardinal markings, good formation and spike35	3.50
CHALLENGE .—American beauty pink, lower petals sprinkled cream white25	2.50
CHIPMUNK .—Lemon white, tinged bright rose pink on outer edge of petals, lowers pale primrose, with brilliant rose pink blotch, large flower, well placed, fine spike with side laterals, heavily ruffled	1.00	
CINDERELLA .—A delicate light rose, the lower petals light primrose; fine bloom and spike; excellent keeper and exquisite under electric light50	5.00
COLONIAL .—Pale lilac pink, combined with golden yellow; orchid type25	2.50
COMET .—Blended Cerise, lowers sulphur tint, with dark garnet stripe15	1.50
CONSTANCY .—Bright rose, very velvety; lowers shade darker, central stripe of purple cast35	3.50
CHOSEN QUEEN .—Rose Cerise, lighter to throat lower petals solid deep rose, shaded lighter tones to outer edge; very large; splendid type	1.00	10.00
DAMON .—Light rose pink, cream lowers, with dark red blotch15	1.50
DARKNESS .—Extra dark garnet, opening buds almost black; we believe this approaches nearest to black of any variety in existence15	1.50
DELLA THOMPSON .—Pure salmon rose with white central stripe; lower petals and throat pale yellow, faintly sprinkled salmon; very clear color tones; strong tall spike with flowers well spaced; a choice variety	3.00	
DELMAR .—Light lavender shading to light blue purple, narrow stripe of pale yellow15	1.50

	Each	Dozen
EL DORADO. —Bright cherry cardinal, lowers pale yellow; striped scarlet25	2.50
ERIC LARSON. —Light red purple, edged darker tones, bright yellow lowers, with ruby markings and outer edge light clear purple,	1.00	
ETTA DAVIS. —American Beauty pink sprinkled cream white; lower petals marked ruby; flowers five inches, and spike six feet tall...	.50	5.00
FALCON. —Rose Cerise, lower petals deep rose; very velvety25	2.50
FREMONT. —Cherry Cerise; lower petals sulphur, sprinkled dark cherry25	2.50
FLORENCE YOUNG. —Pure white, tinged delicate lavender, lower petals have solid blotch of dark lavender; fine open flower; slightly ruffled75	7.50
GARIBALDI. —Fiery dark flame orange, lower petals shading almost to black; tinged white throat25	2.50
GLORIOUS. —Light Cerise, shading to pure salmon; well ruffled25	2.50
HARMONY. —Light lilac pink, lower petals shading darker, canary stripe25	2.50
IMPERIAL. —Light rose Cerise, broad open flower on strong spike25	2.50
INVINCIBLE. —Lilac pink, shaded lighter to throat, lower petals straw with feather of bright ruby25	2.50
JAPAN. —Light salmon; golden yellow throat, sprinkled with dark salmon; speckled pale burnt orange, small flower, but always attractive50	5.00
JOHN E. PEABODY. —Dark rose pink, or might be termed a light American beauty; very large open flower, well placed and spikes over five feet tall; much admired in our trial ground	1.00	
JOSHUA. —Rich velvety shade of scarlet, lowers darker tones, faint showing of white in throat; a fine red variety15	1.50

	Each	Dozen
JUANITA. —White tinted pink, lower petals nelrose; very large flower; grand spike50	5.00
LARKSPUR. —Brilliant scarlet rose with central stripe of white in all petals; lower petals covered with flame scarlet over white ground; canna type75	7.50
LINDA. —Cream with brilliant carmine blotch; fine large flowers, many open at a time; tall spikes75	7.50
MAGNOLIA. —Lemon white, with crimson marking; fine spike25	2.50
MARIPOSA. —Buttercup yellow, tinted delicate rose; lower petals mandarin orange blotch; heavy foliage, tall spike, fine flower.....	.75	7.50
MASCOT. —Wine, shading to dark maroon; lower petals creamy yellow; covered with medium garnet25	2.50
NABOB. —Light cerise scarlet on outer edges shading to flesh tone in throat; lowers covered cream white, with central stripe cream in all petals; large open flowers and fine spike with side laterals	1.50	
NELLIE GRANT. —A dark nelrose or American beauty crimson, shading lighter to throat; central stripe of garnet on lower petals; very rich color tones and velvety; short, round form of petals; large open flowers and tall spike; admired wherever shown. This variety was tested by several growers under temporary name Jasmine	1.00	10.00
NIDRAC. —A clear flame scarlet shading to cardinal tones with white throat15	1.50
NORA WILSON. —Cream white overlaid and edged pale rose pink; lower petals darker self tones and dark rose pink covering; good type and tall spike50	5.00
ORION. —Good scarlet, shaded cardinal to throat; excellent variety15	1.50

	Each	Dozen
ORIENTAL BEAUTY. —Rose Cerise tinged old rose, flaked dark burnt orange and steel blue; lower petals light sulphur, spotted rose ruby; novelty	1.00	10.00
OCTAVIA. —Pastel or old pink, shaded old gold and cardinal10	1.00
PEERLESS. —A delicate lavender pink over white ground; lower petals covered with solid feather of light purple. Ruffled, six open flowers five inches in diameter and spikes five feet tall50	5.00
PASSION FLOWER. —Pure cardinal with sprinkling of white in throat; lower petals covered dark garnet	1.00	
PENNANT. —Cherry scarlet, very rich-velvety color tone; faunt touch of white in throat15	1.50
POLAR STAR. —Our P. P. I. E. Gold Medal variety; milk white, at times tinged a faint pink on outer edge of petals; lower petals very light primrose; tall spikes, fine formation; large flower75	7.50
PRINCESS. —Deep rose pink, lowers milk white, faint markings deep rose; ruffled; pointed petals15	1.50
PSYCHE. —Light salmon rose; always admired; a veritable orchid25	2.50
QUEEN EMMA. —Royal cherry scarlet with white tinge in throat; fine open flower on tall spike well placed; a promising ruffled variety75	
QUEEN ESTHER. —Brilliant red purple, shading darker to outer edges; lower petals covered with gold and sprinkled purple; five-inch blooms; six to eight open at a time; strong spikes five to six feet tall	2.00	
RAGTEN. —Light garnet; lower petals shaded dark garnet, creamy throat, blue purple marking25	2.50
RED COAT. —Showy combination of bright scarlet upper and bright yellow lower petals10	1.00

	Each	Dozen
RHODA. —Salmon, slightly flaked darker self tones; always admired25	2.50
RIALTO. —Light pink, with dark cherry cerise in every petal; very large flower; vigorous spike35	3.50
ROSE ASH. —An exquisite old rose, blended with ashes of roses; finely fluted and ruffled; wonderful in form and color; a magnetic flower that always attracts the eye	1.00	8.00
ROSENELE. —Clear nelrose, lower petals garnet; rare color tones50	5.00
SALMO. —Medium shade of salmon, turning to darker self tones; large open flower25	2.50
SCOTLAND. —Ivory white, lower petals deep cream; solid blotch of ruby; heavily ruffled; fine form and color	1.00	10.00
SELECTION. —White ground, edges tipped lavender; star type; large flower, fine coloring ..	1.00	10.00
SEMINOLE. —Bright cherry scarlet; cream throat; a splendid variety15	1.50
SIERRA. —Light Cerise, lower petals are creamy with ruby feather25	2.50
SILVER MOON. —Milk white; has many admirers50	5.00
SIRIUS. —Light flesh pink, lower petals dark cream, overlaid with blotch of brilliant cherry; tall spike15	1.50
SPARTAN. —A two-toned variety, upper petals cherry scarlet, lower petals cream white. . .	.15	1.50
STERLING. —Bright rose, sulphur throat, strong color tones; large flower25	2.50
SUMMER DREAM. —Light American beauty pink, shading to white in the throat; lower petals white, edged rose pink	1.00	10.00
TAHITI. —Salmon cerise, slightly flaked; fine large flower25	2.50
TEN STRIKE. —Salmon pink, lower petals bright scarlet edging over canary; an excellent variety25	2.50

CALIFORNIA GLADIOLI

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	Each	Dozen
THE PILOT. —A rose blended white, ruffled25	2.50
TIP TOP. —Red purple, with crimson tint; lower petals darker tones of same shading; cream throat; large flower and tall spike15	1.50
TOKAY. —Blended Cerise, shading to almost scarlet from very light Cerise; large flower; short spike; ideal for a border10	1.00
TWILIGHT. —Cream white, pointed petals, narrow stripe of pink on lower petals15	1.50
TYRO. —Pastel rose pink, an odd color tone10	1.00
YELLOW PRIZE. —Bright canary; lower petals rich golden yellow; very clear color tones throughout; good spike; flowers well placed; a grand yellow	1.50	
YELLOW JACKET. —Light canary yellow, with lower petals of golden yellow15	1.50
YOLO. —Extra large flower of bright Cerise, shading to scarlet; lower petals tinted cream and overlaid with cardinal spot35	3.50
YOSEMITE. —Rich salmon rose, well ruffled; a choice variety35	3.50
ZEPHYR'S GIFT. —Light rose pink over white ground; outer half of petals shading to a dark royal rose pink; lower petals very velvety, of deep rose pink, with central stripe of maroon; round shape petals; large flower	1.00	10.00

GLADIOLUS SEEDS AND BULBLETS

Where desired, we furnish as far as our stock permits, bulb-lets on the basis of two dozen for the equivalent price of a single bulb. For example, a variety listed at \$1.00 per bulb, we will deliver 24 bulblets for \$1.00.

Where list is 50 cents and upwards we will fill orders for one dozen bulblets if desired; varieties listed under 50c each, no less than two dozen bulblets will be delivered. Orders for bulblets can not be accepted after March 10th.

Seed.—We have two grades this season. Select seed from named and reserved varieties of high grade, \$1.00 per packet. Seed from general field and seedlings, 50 cents per packet.

MARIETTA

This beautiful gladiolus of a delicate shade of light salmon with pale orange tinge, lower petals frequently shading to a clear deep burnt orange is another Metzner creation winning praises wherever shown.

Large size flowers five to six inches in diameter, well placed on a straight spike. Worthy a place in every collection.

	Each	Dozen
Large bulbs	\$2.50	\$25.00
Medium bulbs	2.00	20.00
Small bulbs	1.50	15.00
Bulblets		1.50

MRS. JOHN S. WOOD

A brilliant coral, lower petals blending from salmon into scarlet, suffused with sulphur; a richness of color hard to describe; a fine ruffled variety; spikes five to six feet tall; flowers six inches and more in diameter, perfectly placed. Six and more open at a time. A splendid keeper, a very choice and rare gladiolus attraction whatever exhibited.

Owing to the demand for bulbs of this variety we have been unable to accumulate much reserve stock and we can only suggest the early placing of orders. We believe it will be necessary to withdraw it from sale early in the season.

Large bulbs, \$5.00 each.
Medium bulbs, \$4.00 each.
Small bulbs, \$2.50 each.
Bulblets, 25 cents each; \$2.50 per dozen.

ROSE ASH

A grand novelty originating with us and named Rose Ash by reason of its distinctive combination of old rose tones and ashes of roses. In color, general formation of petals and growing habit it is entirely different from existing types. The rich and rare pastel colorings blend harmoniously with almost every color combination. Strong, straight, tall spikes tower like so many church steeples and growing in a fashion all its own it immediately attracts attention. The more you see of it, whether growing in the garden, or displayed as a cut flower, the more its grandeur grows upon you. No collection of select gladioli should be without it.

	Each	Dozen
Extra large bulbs	\$1.00	\$8.00
Medium (over 1 inch)75	6.00
Small (blooming size)50	5.00

Caution.—Rose Ash has never been sent out by us under a number designation. To be safe in obtaining TRUE STOCK see that you buy direct or through reliable dealers who offer it as a Metzner production.

STANFORD

This wonderful gladiolus, a pure dark cardinal splashed with black and covered with a velvety sheen that glistens like the sparkling dew, added to its great size—six inches in diameter, was named, by reason of its admiration by one of the faculty, in honor of California's grand university Stanford and its founder Leland Stanford. This university at Palo Alto is in Santa Clara County, close to our location at Mountain View, Santa Clara County, the birth-place of this grand flower. Owing to the calls for this variety our stock is almost exhausted, and it is necessary to withdraw it from sale this season. We will, however, accept advanced orders for fall delivery, Nov. 1, 1923. Price \$3.00 per bulb. Bulblets 25 cents each.

WILLIAM G. BADGER

A glorious flower of grand formation six inches and more in diameter, strong straight spikes five to six feet tall with six and eight blooms open at a time and ideal placement. Color, a delicate light coral edged a darker self tone; throat a light pale yellow with sprinkling of dark coral on lower petals. A splendid keeper, and shows up richly in color under electric light.

Large bulbs, \$10.00 each.

Medium sized bulbs, \$7.50 each.

Small sized bulbs, \$5.00 each.

Bulblets, 50 cents each.

NOTE.—I dedicate this beautiful flower to the memory of a cherished friend of my early youth, one who loved flowers.

William G. Badger, of New England ancestry, an early California pioneer, a business man of sterling character, patriotic and charitable, a one hundred per cent American.

Founder of and continuous president of The Bunker Hill Association of California until his death. To this day, due to his work and efforts, on June 17th, anniversary day, Our Flag floats proudly on all State and municipal buildings and very generally throughout San Francisco; also interior towns, while salutes are fired at our various fortifications.

In our public parks, the strains of our national anthems and The Sword of Bunker Hill float on the breeze.

"None knew him but to love him,
None knew him but to praise."

Sincerely,

WILLIAM METZNER.

COLLECTIONS

In previous seasons we have offered our Gladioli in special sets, usually ten varieties to a set, at a substantial reduction in price. At times, customers who had some of the varieties that we listed, have asked us to substitute some other variety of equal value in filling their orders. We now offer to do this provided we have the privilege of substitution; we also grant the privilege this season to arrange your own assortments if preferred as follows:

Not less than 10 varieties, 10% discount.

Not less than 20 varieties, 15% discount.

Not less than 30 varieties, 20% discount.

Not less than 50 bulbs, assorted as desired, 25% discount.

Remember we prepay postage and insurance charges, thus placing all customers on an equality of price, and you know exactly what your bulbs cost you delivered.

Our bulbs average larger in size than Eastern or Foreign varieties by reason of the strain; Many buyers suggest one inch size in ordering; two inch sizes are sometimes referred to as mammoth bulbs. Many of our bulbs will measure three inches and more in diameter—solid and heavy, and will throw a spike and flower in proportion. A few varieties, however, do not produce large bulbs, naturally. If you wish them for exhibition purposes we will send these larger sizes whenever possible.

SELECT ASSORTMENTS

During the months of March and April we plan to offer through the advertising pages of "The Flower Grower," published at Calcium, New York, some choice new varieties of Gladioli as yet unnamed, also distinctive enough from types already catalogued.

These assortments are worth testing by private growers or those who raise cut flowers for market. They will be offered at a price far below their intrinsic value, and we will consider offers for the remaining stock on hand. Do not overlook this offer.

IMPORTANT

We recommend "The Flower Grower," published monthly at Calcium, New York, by Madison Cooper.

The subscription price is \$1.50 per year. A clean cut paper, ably edited and should appeal to every lover of flowers. This magazine specializes on Gladioli, Iris, Dahlias, and Peonies; It also makes frequent reference to other select garden flowers. It is without a peer among floral publications.

There is also issued, "The Gladiolus Bulletin," published by Stanley Thorpe, Medway Mass. Official organ of The New England Gladiolus Society, at 50 cents per year. This bulletin is of special interest to those who are interested in Gladioli.

We will be pleased to accept subscriptions to either journal.

GERANIUM SEED

We have a remarkable strain and extra choice colors in Single Geraniums; flowers ranging two inches and over in diameter, immense trusses on strong upright stems.

Per packet 25 cents.

DAHLIAS

We have been working for quite a period in Dahlias and have some very promising seedlings that we believe will find a place in the front rank of California creations.

We now plan, later in the season, to offer a few of our own production together with a limited range of meritorious varieties produced by California Dahlia specialists.

If you are interested in Dahlias please send a request for this list and we will mail it to you as soon as issued.

NOVELTY GAILLARDIA "GOLDEN WEST"

A pure bright yellow, both disc and petals; 4 inches in diameter, with long stems. A splendid cut flower.

Rooted plants, \$1.50 dozen.

Seed, 25 cents per packet.

GAILLARDIA GRANDIFLORA, EXHIBITION STRAIN

Flowers 5 inches in diameter with stems 24 inches in length. A broad range of colors.

Seed, assorted, 25 cents per packet.

Rooted plants, \$1.50 per dozen.

TRANSVAAL DAISIES

(Gerbera).

We make a special feature of this beautiful and artistic flower, and have a wonderful range of color, principally in delicate salmon, copper, and pink tones. These colors blend harmoniously; the cut flowers last from ten days to two weeks and more, always fresh and attractive in appearance. The stems—15 to 24 inches—are pliable and can readily be adjusted to any position.

Unequaled as a table decoration when placed in shallow holders. A perennial plant that loves the warm sunshine. Foliage 12 to 15 inches high; blooms freely from May until cut down by frost in the late fall. Hardy when once established.

Well rooted divisions, \$3.00 per dozen—35 cents each.

Strong young plants, \$5.00 per dozen—50 cents each.

Extra size (2 years old), \$7.50 per dozen—75 cents each.

Assorted colors. We prepay charges.

PHOTOGRAPHS OF GLADIOLI

We would appreciate some superior photographs for catalogue use, and will pay liberally in bulbs for any submitted to us and accepted for advertising use.

EXHIBITS OF GLADIOLI

Growers making exhibits of our named varieties and awarded premiums for the same will favor us by reporting the variety, and award. For your trouble a few choice bulbs will be sent you.

METZNER FLORAL COMPANY,
Mountain View, Calif.



METZNER'S

*Grand Prize
Strain*

Gladioli



Original Novelties
California Productions